APAA SHOW SECTION

Well-Packaged Chemicals: Top Growth Area in Auto

By Bernard C. Cullen

Discounters were expecting a quiet APAA show with little of the fanfare and not as many good deals and hot sellers as were unveiled at previous years' shows.

Most discounters surveyed said that with proper packaging, chemicals—and in particular those that boost mileage—offer the greatest potential for growth.

The automotive market this year is not only lean—similar to the 1974 recession—it is also in the process of radical change. Discounters said they knew of few, if any, manufacturers willing to gamble, in this uncertain economic climate, on many new products.

Executives with many of the nation's leading discount chains such as T.G. & Y., King's, Zayre and others, predicted several new gas-saving devices and a new chemical or two at the show.

The big news, according to a Fed-Mart executive, was scheduled to be in the presentation and packaging.

"The merchandise is basically going to be the same as it was in the past," he explained. "What a lot of us are looking for is better packaging and a better presentation of concepts."

A major new innovation by manufacturers would be particularly unlikely, discounters said, in light of the supply problems many smaller chains were experiencing.

In the weeks before the show, executives for chains such as ALCO and Arizona-based Smitty's were complaining it had become almost impossible to get full shipments because of extensive manpower cuts imposed by many manufacturers when the economy first began to falter in April.

An ALCO spokesman said, for example, that deliveries that had taken only two weeks during the heart of the summer were taking from six to eight weeks. With stores in the chain planogrammed, the out-of-stock problem that developed became almost impossible to conceal.

Ironically, discounters said the lack of a hot new product and the emphasis on a better explanation of concepts of existing items might be what is needed, considering the changing nature of the market.

The skyrocketing prices of new cars and the already-high price of gasoline are causing a push away from the long-popular appearance items in favor of anything that will save gas and increase engine efficiency.

In the past two years the market has been flooded with new kinds of chemicals and do-it-yourself parts that require an increasing amount of knowledge and sophistication on the part of the consumer.

Executives of chains such as Rink's, Gee Bee and Sky City note that sales of electronic ignition parts are particularly slow, due primarily to a lack of consumer awareness in dealing with this increasingly prevalent type of system.

In a year when sales of appearance items continued to decline and those in many other automotive categories only held even, discounters were reporting substantial increases in automotive chemicals.

Longtime favorites remained high in sales, according to Product Movement Audits performed by Allied Auto Accessories & Parts, a Madison Heights, Mich., company that supplies more than 1,700 discount stores.

Growing in popularity, however, are chemicals like Gasohol Plus and DuPont's Gas Booster, which promise mileage gains of up to 15% in some cars. But discounters such as Woolco and T.G. & Y. are wary of stocking items that may not live up to their claims for fear a product's bad reputation may rub off on them.

Almost all chains surveyed reported strong sales in the mileage boosting area and said they felt safe stocking brands marketed by leading manufacturers.

A Woolco spokesman said the company routinely tests new products in laboratories at its New York headquarters before putting them on the shelves. Gas additives that fail to live up to their claims are not sold.

Discounters are also finding that oil—a longtime traffic leader—is still popular but changing in its presentation.

With better packaging and displays, chemicals will be the greatest growth area in automotive, say discounters. A selection is shown here in the remodeled department of Zodys, Los Angeles. *(DSN photo)*

Renewed competition in the marketplace is causing an increasing number of discounters to abandon longtime promotional favorites in favor of the oil with the lowest price.

Discounters' sales are holding even or moving ahead of last year's figures in other maintenance-related items such as filters, lubricants and vinyl cleaners as an increasing number of people decide to avoid the high cost of buying a new car and instead hold onto what they've got.

As a result of the maintenance trend, discounters such as T.G. & Y. are finding that sales of shock absorbers are defying the decreased amount of driving being done, and are holding steady in sales.

The battery market appears to be bouncing back from a somewhat depressed period last year and chains such as T.G. & Y. and Rink's are recording gains in sales.

The deteriorating economy, combined with a desire by customers to defer buying anything but essential items, was hurting the appearance item market.

Sales of customized seats, side rails and striping continued the downward trend begun more than a year ago.

Some discounters, such as Zayre, reported they were moving away from marginal items including some in the appearance category, while others, such as T.G. & Y., didn't drop any appearance lines but reduced inventory.

Car stereo sales have remained steady despite fluctuations in other sections of the aftermarket. Buyers were discovering, though, that low-end stereo units would remain their big volume producers, as those with price points of $200 and up falter.

The move toward more upscale merchandise began in 1977 with chains introducing equipment that far exceeded the traditional $100 to $150 price barrier.

Oregon-based Bi-Mart, for example, had carried a $450 Panasonic component unit.

This year, discounters such as Hills, Rink's and King's were saying the greatest number of sales were coming from units with price points as low as $79.95 to $59.95.

Even Bi-Mart had dropped its $450 unit and was going with a $240 system as the top of the line.

Auto Productivity, Space Soar Over Decade

	1970	1974	1975	1976	1977	1978	1979	10-year change	5-year change	'79 vs. '78
Dept. Size (sq. ft.)	1,625	2,445	2,225	2,225	2,300	2,280	2,280	+40.3%	+2.5	NC
Annual Turns	4.4	4.4	4.6	4.5	4.6	4.7	4.5	+2.3	−2.17	−.2
Volume per sq. ft.	$70	$110	$166.73	$186.69	$195.34	$211.27	$215.00	+207.1%	+28.9%	+1.8%
Initial Markup	33%	36%	37%	35%	34%	33%	33%	NC	−10.8%	NC
Gross Margin	30%	29%	30%	30%	29%	27%	27%	−10%	−10%	NC
Company-Run Accessories	72%	86%	90%	90%	90%	92%	93%	+29.2%	+3.3%	+1.1%
Company-Run TBA	—	69%	69%	69%	71%	73%	78%	—	+13.0%	+6.8%

NC—No change. *Source: DSN Research*

Automotive departments have proven to be big winners for discount stores over the last decade, with sales per square foot increasing a whopping 207.1% while the size of the departments grew by 40.3%.

During the same period an increasing number of discounters made the move to operate both their own accessory and TBA departments.

A total of 93% of all discounters operated their accessory departments in 1979—a 29.2% increase over the last 10 years. Meanwhile the percentage of discounters running their TBA centers rose from 69% in 1974 to 78%—representing a 13% increase in a five-year period.

Merchandise moved somewhat slower through the system, however, with the annual turn at 4.5. In 1978 it was 4.7.

Both the initial markup and the gross margin remained unchanged for the second year in a row, while the gross margin (which averaged 27% last year) was 3% below the 1970 figure.

Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

Oils, Polishes Filters Score As DIY Gains

By Herbert Rechter
President
Allied Parts and Accessories Co.

The automotive parts and accessories market is moving increasingly back to basics as more people decide to save money by performing simple maintenance jobs and repair work themselves.

In recent months it seems as though anything that increases the operating efficiency of a vehicle or extends its life is destined for success, while appearance and other nonessential items are bound for a lower spot on the Product Movement Audit.

In this PMA oils, polishes and filters made particularly strong showings.

Among the top 10 dollar producers there was only one item—a promotional two-ton hydraulic jack—that could not be considered among the basics.

Heavy duty sealed beams headed the list, however, followed by such basics as Armor All, Snowhite Lite 'N Easy, STP Oil Treatment, Gumout Jet Spray and an oil filter and oil.

One of the biggest changes in the current PMA is the successful challenge made by many manufacturers to the dominant positions Quaker State and Pennzoil have held for years as promotional oil producers.

The challenge became successful in the last year as increasing numbers of discounters became more concerned about price than about carrying either of the dominant brands.

It was that trend that pushed National All-Purpose 10W-30 oil, a Midwestern regional brand, to the No. 14 spot on the current PMA—considerably better than Pennzoil Deluxe 10W-40, which held the No. 19 spot and Quaker State Deluxe 10W-40, which was No. 37.

Valvoline's 10W-40 also outsold the two longtime staples, ranking 17th with 18,312 units moved at $1.09 retail.

There was little doubt that price was responsible for the superior showing of National and Valvoline. National's oil moved 35,706 units at 0.64¢ compared to the 16,816 units moved by Pennzoil at $1.16.

Quaker State had an average retail of $1.12 but nonetheless ranked fourth out of the four oils, moving only 11,952 units.

Polishes continued to make the good showing they have made since spring, making 1980 the year that the depressed polish market came back to life.

Total unit sales were still somewhat off from what they had been in the past, but because of the higher retail prices

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AUTOMOTIVE

These automotive PMA figures are for the month of September. They were supplied by the Allied Accessories and Auto Parts Co., Madison Heights, Mich., and cover 2,000 stores, including 1,700 discount stores, in 33 states. Average retail prices listed by the distributor reflect typical price points for discount clients.

Prev. $ Rank	Curr. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
3	1	HD Sealed Beams (#6014)	11,714	3.29	38,539.06
—	2	2-Ton Hydraulic Floor Jack	495	69.99	34,645.05
1	3	Armor All (8 oz)	10,438	3.29	34,341.02
13	4	Snowwhite Lite N' Easy (gal)	2,279	12.99	29,604.21
11	5	Gumout Jet Spray (13 oz)	11,853	2.39	28,328.67
9	6	STP Oil Treatment (15 oz)	14,824	1.89	28,017.36
5	7	Motorcraft Oil Filter (FL-1)	8,027	3.49	28,014.23
7	8	A.C. Oil Filters (PF-25)	7,269	3.79	27,549.51
25	9	Gumout Carb Cleaner (16 oz)	13,762	1.99	27,386.38
24	10	A.C. Spark Plug (R45TS)	19,879	1.29	25,643.91
—	11	Blue Poly Sealant (16 oz)	2,531	9.99	25,284.69
36	12	TAM-66 Undercoating	12,046	1.99	23,971.54
—	13	6-amp Battery Charger	764	29.99	22,912.36
65	14	National All-Purpose Oil 10W-30	35,706	0.64	22,851.84
41	15	DuPont Rain Dance Paste (14 oz)	4,044	5.49	22,201.56
61	16	12-ft. Booster Cables, sleeved	2,857	7.29	20,827.53
12	17	Valvoline 10W-40	18,312	1.09	19,960.08
30	18	Gunk Aerosol	10,338	1.89	19,538.82
33	19	Pennzoil Delux 10W-40	16,816	1.16	19,506.56
17	20	Warco Dot Brake Fluid (12 oz)	12,837	1.49	19,127.13
37	21	Pennzoil All-Purpose 10W30	16,728	1.13	18,902.64
—	22	Sandable Primer, gray	10,442	1.79	18,691.18
2	23	Armor All (16 oz)	2,664	6.99	18,621.36
—	24	Fix A Flat Tire Inflator	15,289	1.19	18,193.91
75	25	A.C. Spark Plug (R44T)	13,366	1.29	17,242.14
—	26	DuPont Rain Dance Liquid (16 oz)	3,107	5.49	17,057.43
19	27	Warco Dot Brake Fluid (quart)	4,344	3.89	16,898.16
—	28	Sandable Primer, red	9,179	1.79	16,430.41
20	29	Bars Leak (15 oz)	8,576	1.89	16,208.64
85	30	Roberk Wiper Blade Refil (RRIG)	7,335	2.19	16,063.65
4	31	Gas line antifreeze (plastic bottle)	31,847	0.49	15,605.03
—	32	Casite Spray-Lube (9 oz)	8,158	1.89	15,418.62
53	33	Prestone Super Flush (PK-12)	5,317	2.89	15,366.13
43	34	Rislone Oil Alloy (32 oz)	7,570	1.99	15,064.30
27	35	Bars Leak (5½ oz)	11,460	1.29	14,783.40
8	36	Heavy Duty Sealed Beams (#4000)	5,135	2.79	14,326.65
28	37	Quaker State Deluxe oil (10W-40)	11,952	1.12	13,386.24
—	38	20-in wheel wrench	3,075	4.19	12,884.25
67	39	Super Hard Shell paste kit (14 oz)	3,240	3.89	12,603.60
59	40	Westley's Bleach White (20 oz)	6,511	1.89	12,305.79
—	41	Sandable Primer, blue	6,827	1.79	12,220.33
—	42	STP Son of a Gun (8 oz)	4,068	2.99	12,163.32
10	43	WD-40 Aerosol (9 oz)	6,752	1.79	12,086.08
15	44	Quaker State Super Blend oil 10W-30	11,064	1.09	12,059.00
55	45	BL Hand Cleaner, 1 lb	12,136	0.99	12,014.64
45	46	A.C. Oil Filters (PF-30)	3,164	3.79	11,991.56
21	47	Delco 8-cyl Tune-up Kit, 101-2	1,873	6.39	11,968.47
62	48	3 Section Antenna with Booster	1,493	7.99	11,929.07
—	49	12-volt chrome spotlight	1,163	9.99	11,618.37

(Continued on page 32)

Only Turtle Wax gives you 4 ways to cash in on the polymer boom.

And we're going to help you cash in with a multi-million dollar ad campaign.

New! Cash in with PolyShell™ one-step poly sealant—liquid and soft paste.

In the midst of outlandish claims about durability, PolyShell one-step poly sealant ends the confusion by *unconditionally guaranteeing to outlast ordinary car wax and any other one-step poly sealant on the market today!* And it's the first poly sealant available in both liquid and soft paste—two new ways for you to cash in.

New! Cash in on PolyShell fabric upholstery protector.

Up until now, professional style automotive interior protection has been available only through new car dealers.

TV, Radio, Magazine Support.

TV commercials for PolyShell products will be seen on special sports programming, baseball, auto racing, and other important events. Plus Saturday Night Live, The Tonight Show, and nightly news programs.

Radio commercials will be heard on the ABC Contemporary Network and CBS Sports. **Print advertising** will be seen in magazines ranging from Road & Track and Car & Driver to Sports Illustrated and Playboy.

Now Turtle Wax introduces new PolyShell fabric upholstery protector. Professional-style spray-on protection for your customers—at an affordable price.

Cash in on the PolyShell system.

Only the PolyShell system can offer true do-it-yourself 24-month protection. That's because only the PolyShell system provides 3 layers—polymers, silicones, resins and glazers—that interlock and bond into an actual **system** of protection.

Stock the entire PolyShell family of products. Feature them, display them, promote them and start maximizing your profits.

Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

DIY Gains

(Continued from page 31)

of the polishes, total volume produced by their sale were strong.

The 16-oz. bottle of Blue Poly Sealant was the best dollar producer, with 2,531 bottles being moved at $9.99.

The winner in terms of unit sales, though, remained DuPont's Rain Dance. A total of 4,044 units of the 14-oz. paste were moved at $5.49. The 16-oz. bottle of Rain Dance Liquid moved an additional 3,107 units at the same price.

The big question concerning future PMAs, though, will be whether the poly waxes can continue to make strong showings. Blue Poly, along with other brands, are selling well nationwide, but whether use of the product continues after heavy promotions subside remains unclear.

Many users may become discouraged after trying the product and thus decide that the longer-lasting and more durable shine isn't worth the higher cost.

Despite the growth in car maintenance products, tune-up equipment is one category lagging behind.

Electronic ignitions have been standard on most cars since 1975—making for a deteriorating market for standard tune-up equipment. But electronic tune-up equipment, which should be filling the void, is sluggish because of a lack of consumer sophistication with electronics.

A Delco 8-cyl. tune-up kit for a conventional ignition system which placed 21 on the PMA a year ago ranked 47 this time around, with only 1,873 unit sales tabulated. It was the best seller for tune-up kits.

Meanwhile, a GM cap and rotor for an electronic ignition placed 161th, with 456 units sold.

Wire sets, though, are proving to be the one exception to the reluctance of the public to get involved in electronic ignitions.

Although only 125th on the chart last month with 671 units sold, wire sets did substantially better than in previous PMAs—indicating that consumers are at least doing more basic work on their electronic ignitions.

Motorists are apparently doing more of their own body work—a practice that is sure to save them substantial amounts of money, especially as the rates charged by body shops continue to rise.

The gallon size of Snowhite Lite 'N Easy moved from 13th in October 1979 to 4th in the current PMA.

Appearance items, however, continued on their downward trend.

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Prev. $ Rank	Curr. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
—	50	Large Rectangular Sealed Beam	1,448	7.99	11,569.52
88	51	A.C. Spark Plug (R46S)	8,647	1.29	11,154.63
39	52	Snowhite Lite N' Easy (qt)	2,746	3.99	10,956.54
70	53	Thrush Muffler (T-4163)	720	14.99	10,792.80
18	54	STP Gas Treatment (12 oz)	5,976	1.79	10,697.04
86	55	GM 8-cyl Distributor Cap (DR1976)	2,116	4.99	10,558.84
51	56	Roberk Wiper Blade Refil (RR18)	4,820	2.19	10,555.80
—	57	Deluxe Tune-up Kit	260	39.99	10,397.40
70	58	Thrush Muffler (T3163)	693	14.99	10,388.07
—	59	Yale Power Steering Fluid (14 oz)	6,946	1.49	10,349.54
72	60	A.C. Oil Filter (PF-35)	2,640	3.89	10,269.60
24	61	A.C. Spark Plug (R45TS)	7,952	1.29	10,258.08
—	62	R540 Aerosol Starting Fluid	9,330	1.09	10,169.00
74	63	CD-2 Red Hi (15 oz)	4,990	1.99	9,930.10
—	64	GM Uniset OEM	1,182	8.39	9,916.98
—	65	Liquid Turtle Wax (12 oz)	3,552	2.79	9,910.08
35	66	Square Sealed Beams—low (4652)	1,975	4.99	9,855.25
48	67	A.C. Oil Filters (PF-40)	2,543	3.79	9,637.97
78	68	Auto Bulbs (2 on a card)	10,749	0.89	9,566.61
—	69	Prestone Anti-Rust and Pump Lube	7,272	1.29	9,380.88
—	70	Thrush Muffler (T-5163)	620	14.99	9,293.80
—	71	GE Silicon Seal (clear)	3,549	2.59	9,191.91
46	72	A.C. Oil Filters (PF-24)	2,424	3.79	9,186.96
—	73	STP Motor Oil 10W-50	7,080	1.29	9,133.20
—	74	Prestone Sealer & Stop Leak	7,044	1.29	9,086.76
77	75	GM 8-cyl Tune-up Kit	2,526	3.59	9,068.34
29	76	5-gal Gas can	1,006	8.99	9,043.94
92	77	Prestone 10-Minute Radiator Flush	6,947	1.29	8,961.63
40	78	A.C. Spark Plug (R44T)	6,944	1.29	8,957.76
—	79	Wynn Carb Cleaner (11¾ oz)	4,420	1.99	8,795.80
—	80	One-Piece Auto Ramp Pair	398	21.99	8,752.02
88	81	A.C. Spark Plug (R46S)	6,760	1.29	8,720.40
71	82	12-ft Booster Cables (delux clamp)	580	14.99	8,694.20
—	83	GM Combo Tune-up Kit, TK-237	1,911	4.49	8,580.39
93	84	Nopar Oil Filter (L19)	2,340	3.59	8,400.60
76	85	Valvoline Dexron A.T.F. (qt)	7,700	1.09	8,393.00
—	86	Prestone Heavy Duty Sealer	4,200	1.99	8,358.00
47	87	Armor All Cleaner (16 oz)	3,583	2.29	8,205.07
87	88	Brake Fluid (12 oz)	4,488	1.79	8,033.52
—	89	Spray Chrome Paint	2,779	2.79	7,753.41
—	90	CD-2 Black Lo (15 oz)	3,852	1.99	7,665.48
96	91	Thrush Muffler (T3162)	510	14.99	7,644.90
—	92	2 Ton Hydraulic Bottle Jack	634	11.99	7,601.66
—	93	Turtle Zip Liquid car wash (18 oz)	3,300	2.29	7,557.00
—	94	DuPont Gas Guard Antifreeze	10,944	0.64	7,551.36
—	95	GE Silicon Seal Black	2,886	2.59	7,474.74
97	96	Power liquid battery additive	3,376	2.19	7,393.44
31	97	Armor-All (4 oz)	3,911	1.89	7,391.79
—	98	Casite Motor Honey (14 oz)	3,696	1.99	7,355.04
100	99	Thrush Muffler (T-4164)	490	14.99	7,345.10
94	100	10 amp Battery Charger	183	39.99	7,318.17

Fishers Swells Import-Car Parts

NEW CASTLE, Pa.—Appearance items were the big losers and imported car parts and tune-up items the winners under a recent merchandising shift implemented by Fishers Big Wheel.

Executives of the 56-unit chain said a total of 188 slow movers were weeded out—about 30% of them appearance and accessory items.

The decision to change the mix was made after the first quarter of calendar 1980, following two successive quarters of particularly slow movement for the appearance and accessory items.

Slow movers that were dropped or reduced in total sku's included thermometers, tachometers, temperature gauges, buckskin seat covers and air horns.

Replacing them were a variety of new items including about 23 sku's of imported car parts and tune-up equipment.

"We noticed the changing market as early as October 1979, but it wasn't until the end of the first quarter that we caught it, and not until June that we made the changes," the executive said.

When you've done a lot for publishing and even more for retailing, you get noticed.

Every time America goes shopping you might say Arnold Friedman gets noticed. Because Mr. Friedman has impacted upon the retail community for over 55 years.

When notice comes in the form of an award, however, there's special reason to be proud. That's why we're pleased that Mr. Friedman, our founder, is the recipient of this year's Zwirner Award.

This prestigious award is given in honor of Henry T. Zwirner, a man whose contributions to paid-circulation publishing were deep and enduring. In past years the award has gone to such giants in the field as Norman Cousins of *Saturday Review*, John R. Miller, President of the Hearst Corporation, and John H. Sweet of *U.S. News and World Report*.

Now Arnold Friedman's name has been added to this distinguished list, and, we agree, he is an apt choice.

But Mr. Friedman's contribution to publishing stems from an even deeper commitment to retailing. From the very beginning, when he introduced *Chain Store Age* in 1925, he has been keenly aware of the importance of the retail community to the American way of life, and he was among the first to understand the influence the business press could have upon that community. Today his publications are addressed to the establishments which represent over 70% of the goods and services sold in the United States. The people who run these businesses have been noticing what Mr. Friedman has been saying for a long time.

We congratulate him. And not just because he's our Chairman of the Board.

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H&BA, Home Center Dept. Changes Are Most Striking in Test

K mart Conservatively Alters Hard Line Presentation

K mart's upscale models in its Indianapolis stores include this array of manufacturers' cosmetics displays—made to K mart's specifications—and many new, more upscale lines. *(DSN photo)*

INDIANAPOLIS—K mart has taken a much more conservative approach to its remodeling and upgrading of hard lines than K mart Apparel did in soft lines.

K mart's top executives have maintained from the start that they wanted the shoppers to "know they were in a K mart store," and that the remodels were designed to make K mart easier and more pleasant to shop (while boosting sales per square foot), but not to transform the chain into an upscale plant.

K mart photos, p. 64

Two major departments—home center and H&BA—have gotten the most dramatic treatment, in a nine-store test here, while changes in other hard lines presentations look more like the cumulative effect of many small changes rather than a radical departure from K mart's standard displays.

In cosmetics, especially, the H&BA departments have gotten a sexy new look, with upscale vendor displays lining the aisles and many new lines brought in to widen and make more sophisticated the K mart mix.

Home centers have been enlarged, and now consolidate all merchandise categories related to home repair and maintenance. New signing and more logical adjacencies are also expected to boost sales per square foot in that classification.

K mart is "primarily after improved sales per square foot," chairman Bernard Fauber told *Discount Store News*, adding that he "doubted" there would be any improvement in the gross margin of the total mix "right now."

Fauber also indicated that it was a "tossup" whether the apparel remodel or the H&BA conversions would move fastest through the chain. But fast action can be expected, as Fauber expressed complete confidence in the existing presentation after only a few months of testing (for apparel) and almost none for hard lines.

"Over the next five years, modernization will get a substantially higher portion of capital expenditures," Fauber

(Continued on page 64)

T.G. & Y. Ups Kelly, Plunk; Plans New Prototype

OKLAHOMA CITY—Two T.G. & Y. veterans have been named to top posts at the 925-unit chain headquartered here.

Dan Kelly, senior vice president, store operations, has been named president, and J. H. Plunk, senior vice president, administration, has been promoted to executive vice president.

The management reshuffling, which reinstates the office of executive vice president scrapped in 1978 in favor of two senior vice presidents reporting to the president, came after the death of president Jim Newgent on Nov. 2, after a long illness.

Other changes were in the works at presstime, including creation of a new store prototype. Also, discussions about finding a new name for the chain's 500-plus Family and Super Centers (discount stores) have once again been renewed.

"I don't believe we will actually go ahead and make a name change," said H. O. Price, named senior vice president of marketing at presstime, "because we can do enough inside the stores to make the public aware of the changes taking place within the chain."

While Price will not detail the changes before early 1981, he did say that the chain is developing a prototype store—to be installed in three nonmetro market locations by late 1981 or early 1982—that would incorporate new merchandising and fixturing approaches, particularly in wearables.

(Continued on page 69)

Dan Kelly, president, T.G. & Y.

J. H. Plunk, exec vp, T.G. & Y.

Woolco to Test Layout in '81, Grouping All Apparel on Right

By Laura L. Mulcahy

NEW YORK—A blueprint for a new store prototype segregating all apparel and apparel-related categories into roughly one-half of a store's selling space is getting the finishing touches at Woolco.

The finished design should be completed before year's end, Robert Butler, vice president merchandising, U.S. Woolworth & Woolco said. He added that the blueprint will be used for one 58,000- to 60,000-sq.-ft. new store to be built by mid-1981. The location for the test store has not been decided.

The prototype is a total departure from the floor plan now found in Woolco's 350 stores.

Most obvious changes are:

Men's, women's, children's and infants' apparel, accessories, lingerie, jewelry, fragrances and cosmetics will all share a carpeted area to the right of the chain's central aisle.

The new design gives soft goods—including domestics, which will be along the rear store wall, near men's wear—45% of the total sales space, compared to 36% in existing stores.

"We're trying to change the mix for all the obvious reasons," Butler said: "higher margins and a better profit."

Because the store will be smaller than the chain's usual 70,000- to 110,000-sq.-ft. units, displays will go higher.

Gone will be all counters except for one each in women's, boys' and girls'. Replacing them in the plans: department-store-like fixtures mostly 54, 60 and

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For Nassi, Retail Losers Are Liquid-atable Assets

[The ongoing liquidation of Korvettes has brought a name from discounting's past into the news again: Sam Nassi, at one time the head of White Front discount stores and now a well-known retail liquidator. DSN interviewed him in his uptown New York City offices to get a better picture of how liquidators fit into the retail picture today—for strong, solvent firms as well as those in trouble.]

NEW YORK—Sam Nassi, master liquidator, currently closing out the Korvettes chain, and veteran of W. T. Grant, J. M. Fields, Turn-Style and Globe liquidations (among many others) in the past, is a hard-nosed businessman.

"The best thing a client can do for us is stay out of the way," said Nassi in his uptown Lexington Avenue office here.

Why can't the client do as good a job of liquidating inventory?

"Because they're not as good as us," he answered. "We're the specialists."

But scratch the surface—press Nassi on his *feelings* when he sits face to face with the ceo of a failed business—and he is almost apologetic. He is first and last a retailer ("liquidations are just another form of retailing"), and a good deal of sensitivity to the feelings of other retailers surfaces.

"I did a deal once with a small electronics firm," recalled the soft-spoken Nassi, "and met the sales manager. A little while later, I did another small electronics deal, and who was there but the same sales manager. And

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The Touche Ross/DSN Discounter Management Development Series article is on p. 13.